

NEW RL / MARLBOROSEPT. 17, 1993

<u>8991</u> Δ	clean, lighter, dry & effect more resonate, prefer <u>bold &amp; powerful</u> , <u>Caro</u> , <u>the end</u>
<u>8997</u> ○	clean, dark, smooth, & bitter, distinctly different, <u>carries longer</u> , <u>smoky, thick</u> <u>I prefer (lightly)</u>

↓	✓	JCB	SEPT. 20, 1993
For EXCEPT		NEW RL / MARLBORO	
TRANSITION	RL + LTC + <del>LCS</del>		
66% off the	3 + 5 <del>fix</del> picked 5 odd, 4 picks 3 odd		
on w/ RL			
TRANSITION	4 + 6 six picks 6 odd, 3 picks 4 odd		

<u>4 MIN MT STEAMING</u>		TRADE SECRET - PROPRIETARY OF PHILIP MORRIS SUBJECT TO ATTORNEY-CLIENT PRIVILEGE AND ATTORNEY-EYEWITNESS IMMUNITY. IT IS NOT TO BE USED, SHOWN OR DISCLOSED EXCEPT AS PROVIDED IN THE COURT'S ORDER.
CONTROL (R)	pick of Roll,	
TEST (A)	pick of Roll,	

Pm 100's neutral	9/20/93
1 HHD vs BCF replaced	
1d Isabella BCF	

Control C	3 picked out control 2nd cut	
Test m	1 picked m sls control	
Domestic (first)	NEW RL / MARLBORO <sup>LCS</sup>	SEPT. 21, '93

<u>8991 = C (Q)</u>	4 picked Q odd - wrong	NO SIGN.
<u>8994 = T (3)</u>	5 " 3 odd - correct	N, FF

JAN. 1994 changes		2031125213
C = control (21)	4 picked 21 odd - wrong	15 15
A = test (12)	5 " 12 odd - correct	11

EXPORT  
NEW RCB/Mallboro

9-22-93

~~PINAS~~  
Control (P) 3 picked P odd wrong  
8961 5 " " L " correct

TEST (L)  
8962

~~TRANSITION~~  
Control (R) 3 picked R odd wrong  
8961 5 " " L " correct  
TEST (R)  
8962

BASIC JAN. 1, 1994

9-22-93

CONTROL NOSE

droitio - 4 failed odd (E) out of 6

(H)	<u>Mouth</u>	<u>RESPONSE</u>
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<u>IMPACT</u>	IMPACT, CARES RESPONSE
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TEST W/ET NOSE

(B) ET	<u>Mouth</u>	<u>RESPONSE</u>
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zoom w/  
rebuton

<u>IMPACT</u>	IMPACT, CARES RESPONSE
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Control (R) vs. test (N) (w/ET) = 2 failed odd (N) out of 6  
1 no diff.

2031125214